GOVERNMENT OF NEWFOUNDLAND AND LABRADOR

Highway Planning and Research
Department of Transportation & Communications
St. John's, Newfoundland

DEPARTMENT OF TRANSPORTATION

RESEARCH REPORT NO. 17

RESULTS SEAT BELT SURVEY

JUNE 18, 1982

J. E. Barnes
Research Assistant
Planning & Research
June 1982

SUMMARY

This month's Seat Belt Survey Report, Research Report No. 17, was conducted on June 18, 1982, which showed a Provincial Average wearing rate of 24.4%, which is up from last month's wearing rate of 21.3%. The percentage of child seats was 4.8% up from last month's 4.5%. A total of 1,940 vehicles were surveyed, which is also up from last month.

In the period between May 28 and June 18 the public education program continued giving classroom lectures and slide/film presentations to elementary and high school students and their teachers. In addition, guest appearances at community centres across the Island were made upon request. Various interviews were held with newspaper, radio, and television personnel to answer questions concerning the Seat Belt Legislation, which comes into effect on July 1.

Table 1 indicates that of the 1,940 drivers surveyed on June 18 some 24.4% evidenced use of a shoulder harness. Younger drivers appear more serious about seat belt use.

In the urban area, Table 2, seat belt use is 17.7% up from 14.7% in May. Female drivers appear more serious about seat belt use.

On the highway, Table 3, seat belt use is 48.9% up from 43.4% in May. Younger drivers appear more serious about seat belt use.

SPECIFIC SURVEYS

1. Foxtrap Access to Trans Canada Highway, 07:30 to 08:30, R. Pottle. The June survey, Table 4, indicates an increase in seat belt use to 51.8% from the May value of 46.7%. Female drivers are more serious about seat belt use.
2. Roaches Line Access to Trans Canada Highway, 07:00 to 08:00, G. Jerrett. The June survey, Table 5, indicates an increase in seat belt use to 40.7% from the May value of 34.2%. Female drivers are more serious about seat belt use.
3. Harbour Arterial Ramp to Water Street, 08:30 to 09:30, B. Hillier. Data shown on Table 6 reveal a June increase in seat belt use to 50.3% from the May value of 46.7%. Table 7 permits a comparison of the two locations accessing the Trans Canada Highway, averaging a seat belt use rate of 48.0%, with the data for the Harbour Arterial.
4. Village Mall, 10:00 to 11:00, J. Barnes. The June survey, Table 8, indicates an increase in seat belt use to 16.7% from the May value of 9.6%. Female drivers are more serious about seat belt use.

5. Hotel Newfoundland, 08:30 to 09:30, D. Shea. The June survey, Table 9, indicates an increase in seat belt use to 16.3% from the May value of 11.5%. Female drivers are more serious about seat belt use.

6. Avalon Mall, 12:00 to 13:00, J. Barnes. The June survey, Table 10, indicates a decrease in seat belt use to 14.0% from the May value of 16.0%. Female drivers are more serious about seat belt use.

7. Atlantic Place, 08:30 to 09:30 and 15:30 to 16:30, T. Beckett. The entrance, Table 11, has increased to 28.3% in June from a May seat belt wearing rate of 22.8%. The exit, Table 12, has increased to 21.4% from the May value of 19.6%. Younger drivers and females are more serious about seat belt use.

8. Janeway Hospital, 14:00 to 15:00, J. Barnes. The June survey, Table 13, indicates a slight increase in seat belt use to 18.8% from the May value of 18.4%. Female drivers are more serious about seat belt use.

9. Bay Roberts Mall, 14:30 to 15:30, G. Jerrett. The June survey, Table 14, in this rural community indicates an increase in seat belt use to 14.4% from the May value of 9.4%. This rate is lower than the average of the St. John's locations shown on Table 15 as 18.2%.

STATISTICAL TABLES

June 18, 1982

Note: Statistical Tables for the months April and May can be obtained upon request.

PROVINCIAL AVERAGE

Table 1
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 26
16-24	43	56	99	
25-44	196	114	310	
45-64	47	13	60	
65+	4	-	4	
TOTAL	290	183	473	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 68
16-24	102	128	230	
25-44	606	363	969	
45-64	177	73	250	
65+	18	-	18	
TOTAL	903	564	1,467	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 4.8%
16-24	29.7	30.4	30.1	
25-44	24.4	23.9	24.2	
45-64	21.0	15.1	19.4	
65+	18.2	-	18.2	
TOTAL	24.3	24.5	24.4	

URBAN AVERAGE

Table 2
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 12
16-24	16	28	44	
25-44	101	86	187	
45-64	25	11	36	
65+	2	-	2	
TOTAL	144	125	269	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 55
16-24	80	103	183	
25-44	508	333	841	
45-64	140	72	212	
65+	18	-	18	
TOTAL	746	508	1,254	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 4.4%
16-24	16.7	21.4	19.4	
25-44	16.6	20.5	18.2	
45-64	15.2	13.3	14.5	
65+	10.0	-	10.0	
TOTAL	16.2	19.7	17.7	

HIGHWAY AVERAGE

Table 3
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 14
16-24	27	28	55	
25-44	95	28	123	
45-64	22	2	24	
65+	2	-	2	
TOTAL	146	58	204	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 13
16-24	22	25	47	
25-44	98	30	128	
45-64	37	1	38	
65+	-	-	-	
TOTAL	157	56	213	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 6.5%
16-24	55.1	52.8	53.9	
25-44	49.2	48.3	49.0	
45-64	37.3	66.7	38.7	
65+	100.0	-	100.0	
TOTAL	48.2	50.9	48.9	

FOXTRAP ACCESS TO TCH, 07:30 - 08:30

Table 4
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	12	8	20	
25-44	46	15	61	
45-64	3	1	4	
65+	1	-	1	
TOTAL	62	24	86	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	6	5	11	
25-44	45	14	59	
45-64	9	1	10	
65+	-	-	-	
TOTAL	60	20	80	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 4.8%
16-24	66.7	61.5	64.5	
25-44	50.6	51.7	50.8	
45-64	25.0	100.0	40.0	
65+	100.0	-	100.0	
TOTAL	50.8	54.6	51.8	

ROACHES LINE ACCESS TO TCH, 07:00 - 08:00 Table 5
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	1	2	3	
25-44	13	2	15	
45-64	15	1	16	
65+	1	-	1	
TOTAL	30	5	35	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	3	2	5	
25-44	16	5	21	
45-64	25	-	25	
65+	-	-	-	
TOTAL	44	7	51	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	25.0	50.0	37.5	
25-44	44.8	28.6	41.7	
45-64	37.5	100.0	39.0	
65+	100.0	-	100.0	
TOTAL	40.5	41.7	40.7	

HARBOUR ARTERIAL RAMP TO WATER ST., 08:30-09:30 Table 6
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 10
16-24	14	18	32	
25-44	36	11	47	
45-64	4	-	4	
65+	-	-	-	
TOTAL	54	29	83	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 9
16-24	13	18	31	
25-44	37	11	48	
45-64	3	-	3	
65+	-	-	-	
TOTAL	53	29	82	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 11.5%
16-24	51.9	50.0	50.8	
25-44	49.3	50.0	49.5	
45-64	57.1	-	57.1	
65+	-	-	-	
TOTAL	50.5	50.0	50.3	

ACCESSING TRANS CANADA HIGHWAY

Table 7
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	13	10	23	
25-44	59	17	76	
45-64	18	2	20	
65+	2	-	2	
TOTAL	92	29	121	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	9	7	16	
25-44	61	19	80	
45-64	34	1	35	
65+	-	-	-	
TOTAL	104	27	131	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 3.2%
16-24	59.1	58.8	59.0	
25-44	49.2	47.2	48.7	
45-64	34.6	66.7	36.4	
65+	100.0	-	100.0	
TOTAL	46.9	51.8	48.0	

VILLAGE MALL, 10:00 - 11:00

Table 8
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 3
16-24	1	6	7	
25-44	2	16	18	
45-64	3	4	7	
65+	-	-	-	
TOTAL	6	26	32	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 10
16-24	17	17	34	
25-44	32	58	90	
45-64	20	16	36	
65+	-	-	-	
TOTAL	69	91	160	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 6.8%
16-24	5.5	26.1	17.1	
25-44	5.9	21.6	16.7	
45-64	13.0	20.0	16.3	
65+	-	-	-	
TOTAL	8.0	22.2	16.7	

HOTEL NEWFOUNDLAND, 08:30 - 09:30

Table 9
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	-	-	-	
25-44	37	21	58	
45-64	1	1	2	
65+	-	-	-	
TOTAL	38	22	60	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 1
16-24	5	2	7	
25-44	208	72	280	
45-64	14	6	20	
65+	-	-	-	
TOTAL	227	80	307	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = .27%
16-24	0.0	0.0	0.0	
25-44	15.1	22.6	17.2	
45-64	6.7	14.3	9.1	
65+	-	-	-	
TOTAL	14.3	21.6	16.3	

AVALON MALL, 12:00 - 13:00

Table 10
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	4	7	11	
25-44	14	9	23	
45-64	6	2	8	
65+	-	-	-	
TOTAL	24	18	42	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 16
16-24	20	40	60	
25-44	87	68	155	
45-64	32	11	43	
65+	-	-	-	
TOTAL	139	119	258	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 5.3%
16-24	16.7	14.9	15.5	
25-44	13.9	11.7	12.9	
45-64	15.8	15.4	15.7	
65+	-	-	-	
TOTAL	14.7	13.1	14.0	

ATLANTIC PLACE ENTRANCE, 08:30 - 09:30

Table 11
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 5
16-24	2	5	7	
25-44	28	14	42	
45-64	2	-	2	
65+	-	-	-	
TOTAL	32	19	51	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 9
16-24	8	11	19	
25-44	57	40	97	
45-64	9	4	13	
65+	-	-	-	
TOTAL	74	55	129	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 7.8%
16-24	20.0	31.3	26.9	
25-44	32.9	25.9	30.2	
45-64	18.2	0.0	13.3	
65+	-	-	-	
TOTAL	30.2	25.7	28.3	

ATLANTIC PLACE EXIT, 15:30 - 16:30

Table 12
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 3
16-24	6	2	8	
25-44	4	3	7	
45-64	2	1	3	
65+	-	-	-	
TOTAL	12	6	18	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 3
16-24	7	3	10	
25-44	31	13	44	
45-64	9	3	12	
65+	-	-	-	
TOTAL	47	19	66	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 7.1%
16-24	46.2	40.0	44.4	
25-44	11.4	18.8	13.7	
45-64	18.2	25.0	20.0	
65+	-	-	-	
TOTAL	20.3	24.0	21.4	

JANEWAY HOSPITAL, 14:00 - 15:00

Table 13
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	2	2	4
25-44	9	15	24
45-64	7	1	8
65+	-	-	-
TOTAL	18	18	36

Child Seats = 1

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	11	8	19
25-44	62	41	103
45-64	27	7	34
65+	-	-	-
TOTAL	100	56	156

Child Seats = 12

WEARING PERCENTAGE

	Male	Female	Total
16-24	15.4	20.0	17.4
25-44	12.7	26.8	18.9
45-64	20.6	12.5	19.0
65+	-	-	-
TOTAL	15.3	24.3	18.8

% Child Seats = 6.8%

BAY ROBERTS MALL, 13:30 - 14:30

Table 14
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	1	6	7	
25-44	7	8	15	
45-64	4	2	6	
65+	2	-	2	
TOTAL	14	16	30	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	12	22	34	
25-44	31	41	72	
45-64	29	25	54	
65+	18	-	18	
TOTAL	90	88	178	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 1.9%
16-24	7.7	21.4	17.1	
25-44	18.4	16.3	17.2	
45-64	12.1	7.4	10.0	
65+	10.0	-	10.0	
TOTAL	13.5	15.4	14.4	

ST. JOHN'S AVERAGE

Table 15
June 18, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 12
16-24	15	22	37	
25-44	94	78	172	
45-64	21	9	30	
65+	-	-	-	
TOTAL	130	109	239	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 51
16-24	68	81	149	
25-44	477	292	769	
45-64	111	47	158	
65+	-	-	-	
TOTAL	656	420	1,076	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 4.8%
16-24	18.1	21.4	19.9	
25-44	16.5	21.1	18.3	
45-64	15.9	16.1	16.0	
65+	-	-	-	
TOTAL	16.5	20.6	18.2	

RESEARCH REPORTS

1.	Highway Pavement Markings	79 01
2.	Studded Tires	79 08
3.	Longitudinal Pavement Markings	79 10
4.	Results Seat Belt Survey	80 01
5.	Evaluation of Non-Coning Traffic Paint	80 02
6.	Salt Spreading Techniques	80 04
7.	Extra Provincial Truck Licencing Revenues	80 11
8.	A Discussion on the Methodology to Determine Environmental Guidelines for Highway Construction	80 12
9.	Evaluation of Snowplowable Raised Reflective Pavement Markers	81 06
10.	Results Seat Belt Survey 1981 06 17	81 06
11.	Results Seat Belt Survey 1981 07 17	81 07
12.	Results Seat Belt Survey 1981 08 21	81 08
13.	Results Seat Belt Survey 1981 09 22	81 09
14.	Results Seat Belt Survey 1981 10 23	81 10
15.	Results Seat Belt Survey 1981 11 20	81 11
16.	Results Seat Belt Survey 1982 03 29	82 03
17.	Results Seat Belt Survey 1982 06 18	82 06

POOR

QUALITY

ORIGINAL